

April 6, 2015

# WHAT'S HAPPENING

A newsletter for the Maine Medical Center family

## Senator Collins Addresses Geriatric's Day Audience at MMC

Senator Susan Collins spoke at MMC's 10<sup>th</sup> Annual Geriatric's Day Conference the morning of April 8. As Senate co-chair of the Congressional Task Force on Alzheimer's Disease, Collins talked about the urgent need for better funding for Alzheimer's research. "It is imperative that we dramatically increase our investment in Alzheimer's research," she told the crowd.

The Senator also discussed diabetes, end-of-life care, and barriers to treatment and services for the elderly.



## Kohl's Vax Kids Wraps Up Successful Yearlong Campaign

The MaineHealth Childhood Immunization Program administered the "Kohl's Vax Kids" program on behalf of The Barbara Bush Children's Hospital in 2014. Kohl's Vax Kids was designed as a social marketing and media campaign targeting vaccine-hesitant parents in York and Cumberland Counties who actively or passively skipped or delayed vaccination because of safety or necessity concerns.

At the cornerstone of the campaign was the concept of "Months Matter" and its

related messaging aimed to increase awareness about the necessity of childhood vaccination to maintain child health and motivate parents to discuss vaccination with their child's health care provider.

The project was valuable in raising awareness of on-time childhood immunizations in York and Cumberland counties where the multi-pronged approach had a wide reach. Tactics included:

- Kick-off event and planning session with

"thought leaders"

- Creation and distribution of educational materials and promotional items
- Media outreach and public relations
- Outreach events, including a documentary screening.

The campaign also supported a strong advertising and social media presence with a website and radio, TV, and print ads.

"Improving childhood immunization rates takes more than improvements in clini-

cal care delivery and office workflow," says Jane Ho, M.D., MMP Westbrook Pediatrics. "In order to affect change in parents' beliefs and behaviors, we need to figure out messaging that works and disseminate it through trustworthy channels. The Kohl's Vax Kids program was a great testing ground for some of this work, and I am sure we will be able to build off of the successes we achieved during its implementation."

# PEOPLE NEWS



**Christine Irish, M.D.**, has been appointed Medical Director of Telehealth at MaineHealth/Maine Medical Center.

Dr. Irish has been with Maine Medical Center for more than 20 years. She completed her residency in Emergency Medicine in 2004 and has been Attending Physician in MMC's

Emergency Medicine since 2004, and was appointed Medical Director of Emergency Medicine in 2013. She is also Director of MMC's Peer Support Program.

In her new role, Dr. Irish will provide clinical leadership and oversight to the Telehealth program, lead the work on provider/physician engagement, and partner with newly appointed administrative Telehealth Director Tom Winchell on the strategic planning, development, and implementation of these activities.

Dr. Irish is a Fellow of the American College of Emer-

gency Physicians (FACEP) and Diplomate of the American Board of Emergency Medicine. Her leadership experience will help support the telehealth strategic goals of expanding patient access, enhancing clinical quality, and advancing patient/family experience and engagement.

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**Wesley Zemrak, PharmD**, contributed to a comprehensive review article titled "Key Articles and Guidelines in the Management of Patients Undergoing Cardiac Surgery" that was recently published in the *Journal of Pharmacy Practice*.

## Culture of Safety Survey Week 2 Prize Winners

At the end of the second week of the Maine Medical Center Culture of Safety Survey, 53.8 percent of employees have completed the evaluation – up from 34 percent just a week ago. Thank you for your continued commitment to elevating our Culture of Safety.

This week's grand prize winner is Stephen Sears from the Department of Medicine, who will receive

a \$100 American Express Gift Card.

Also winning \$25 gift cards this week are:

- Catherine Bernard, Pharmacy
- Marguerite Pennoyer, Medicine
- Emily Cote, Nursing
- Melissa Lynde, Nursing
- Lynette Weeman, Cardiology.

Congratulations to these prize winners — and remember to complete the survey for your chance to win.

**Note:** If you have misplaced your unique identifier number that allows you to access the survey, email [patientsafetysurvey-@mmc.org](mailto:patientsafetysurvey-@mmc.org) (including the hyphen). Please allow up to 48 hours for a response.

## COMING UP AT MMC

**Blood Drive at Brighton**  
Tuesday, April 14  
Noon - 5 p.m.  
3rd Floor Conference Room  
1-800-red-cross

**Book Fair at Bramhall to Benefit BBCH**  
April 14, 15, 16  
Dana Lobby  
(See MMC Intranet for times)

**Drug Take Back Day**  
Saturday, April 25  
10 a.m. - 2 p.m.  
MMC's South Lot

**Bark for Life Dog Walk**  
American Cancer Society Fundraiser  
Sunday, May 3  
11:30 a.m. - 2:30 p.m.  
396-8335

**Eighth Annual Stroke Conference**  
Wednesday, May 20  
USM Abramson Center  
662-8082

**For details on these and all upcoming events, check out the Calendar on the MMC Intranet.**